

## Fact sheet

### Digital 2021 packages, by target groups

The combination of different screens makes it possible to target different target groups. We have five packages with different target groups to choose from. Being featured on our digital advertising spaces will increase your brand awareness and brand image. By positioning them in strategic spots in close proximity to retail spaces, they generate leads and new sales. With DOOH, we can present moving content and a variety of creative advertising formats, shown based on day, time, temperature or location.



#### Target group 'Shoppers'

Target group that enjoys shopping and lifestyle. This group comprises experimental and open-minded cosmopolitans.

- 27 screens around and on Bahnhofstrasse
- Locations include Bellevue and Bürkliplatz
- Highly frequented locations, target group eager to spend money
- Can be booked as a 'Gold' or 'Silver' option

Product	Number of screens	Package discount	Plays/week	Package price
Gold	27	20%	145'600	67'900
Silver	27	20%	72'800	40'740



#### Target group 'Commuters'

Multiple contacts through constant mobility and regular visibility of your message.

- 25 screens at entry and exit points to the city of Zurich
- Approximately 770,000 commuters are on the move in Greater Zurich every day\*
- Strategic traffic points
- Can be booked as a 'Gold' or 'Silver' option

Product	Number of screens	Package discount	Plays/week	Package price
Gold	25	20%	141'333	27'199
Silver	25	20%	70'666	16'320

The package prices are based on the general discount conditions for digital PLAY. A minimum number of screens must be booked to qualify for the package price. As part of its digital transformation, Clear Channel Schweiz AG is continually expanding its portfolio. As a result, we will add more products and services to our digital inventory throughout the year. We will gladly draw up an individual offer for you.

Source: \*BFS, passenger transport, commuter mobility



### Target group 'Youngsters'

Young trendsetters, very active on social media, early adopters, strong interest in branded products, like to try things out.

- 21 screens in the immediate vicinity of places frequented by 'youngsters'
- Around the trendy Europaallee and near the central train station
- 71,000 students and young professionals study in Zurich\*
- Can be booked as a 'Gold' or 'Silver' option

Product	Number of screens	Package discount	Plays/week	Package price
Gold	21	20%	109'760	29'570
Silver	21	20%	54'880	17'742



### Target group 'Hedonists'

Hedonists are all about extravagance and enjoyment of life; they are fit and active and like to frequent restaurants and bars in their free time.

- 13 screens in the trendy 3rd and 4th districts
- Reaching the DINK (double income, no kids) target group
- Tactical and well-timed communication
- Can be booked as a 'Gold' or 'Silver' option

Product	Number of screens	Package discount	Plays/week	Package price
Gold	13	10%	67'200	22'956
Silver	13	10%	33'600	13'774



### Target group 'Finance'

Business professionals with a focus on economic and financial issues, active in the international financial centre of Zurich.

- 27 screens for employees in the financial sector
- Potential reach of around 90,000 people in Zurich\*
- Hotspots of the financial world (Paradeplatz/Bahnhofstrasse)
- Can be booked as a 'Gold' or 'Silver' option

Product	Number of screens	Package discount	Plays/week	Package price
Gold	27	20%	147'840	50'292
Silver	27	20%	73'920	30'175

The package prices are based on the general discount conditions for digital PLAY. A minimum number of screens must be booked to qualify for the package price.

Source: \*City of Zurich, statistics, vocational training / \*\*\*Bankenplatz Zürich' 2017/2018